

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS MEETING
Tuesday, July 10, 2007
Mansfield Downtown Partnership Office
1244 Storrs Road (behind People's Bank in Storrs Commons)**

4:00 PM

Meeting Notes

Present: Steve Bacon, Bruce Clouette, Dianne Doyle, Matt Hart, Al Hawkins, Janet Jones, Philip Lodewick, Frank McNabb, Betsy Paterson, Steve Rogers Betsy Treiber, David Woods

Staff: Cynthia van Zelm, Kathleen Paterson

1. Call to Order

Philip Lodewick called the meeting to order at 4.04 pm.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes

Mr. Lodewick asked for any comments on the meeting notes from the June meeting. There were no comments.

Betsy Paterson made a motion to approve the meeting notes. Betsy Treiber seconded the motion. The meeting notes were approved unanimously.

4. Director's Report

Cynthia van Zelm reported to the Board the following:

The Tour de Mansfield is July 14. While most of the planning has been done by the Mansfield Town Manager's office, the Partnership supports the event. There will be a barbeque following the bike rides at the Community Center.

Matt Hart added that there will be three options for riders, including a Family Fun 5-mile ride, a 20- and a 40-mile ride. He noted that there have been some modifications made to the 40-mile ride following feedback from

last year's event. There will be less time spent on Route 32, and, for a short while, the riders will venture into Coventry.

Ms. van Zelm said that the Partnership will staff a table with the usual information.

She then updated the Board in regards to the trip to Warwick Grove that she will make with Ms. Paterson, Janet Jones, and Kathleen Paterson. Warwick Grove is located in New York and is a 55 and over housing complex created by LeylandAlliance. This trip will give the Partnership representatives an opportunity to see some of Leyland's finished work and to possibly speak with some of the residents to hear their views.

A general question arose regarding the location of Warwick Grove. Ms. Treiber noted that the latest LeylandAlliance newsletter locates Warwick in the Hudson River Valley.

Ms. van Zelm then requested volunteers to staff the Partnership's table at the Know Your Town Fair (KYTF) on September 8 from 11 am to 3 pm. The KYTF committee changed the time so that more people might be encouraged to attend the Farmers' Market immediately following the Fair. Janet Jones and Ms. Paterson volunteered to staff the table.

Ms. Treiber volunteered to staff the Partnership table at the Festival.

Ms. van Zelm noted that the ribbon cutting for the pedestrian walkway is set for July 19. State Representative Denise Merrill and State Senator Don Williams are scheduled to speak. A request is also into the Governor's office. Ms. van Zelm thanked Mr. Hart, Ms. Paterson, and Town Councilors Bruce Clouette and Al Hawkins for all the work the Town did on the walkway.

5. Election of Officers to Board of Directors for 2007-2008

Ms. Paterson made a motion to approve the Partnership officers of Philip Lodewick as President, Betsy Treiber as Vice President, Steve Rogers as Secretary, Phil Spak as Treasurer, and Matthew Hart as Assistant Treasurer. Ms. Jones seconded the motion. The motion was approved unanimously.

6. Appointment of Committee Chairs and Members for 2007-2008

Mr. Lodewick said there were two changes to the proposed list of Committee members that was mailed out in the Board packet. Wendi

Richardson will not be able to serve on the Advertising and Promotion Committee and Marcia Firsick will take her place. Ms. Treiber made a motion to appoint the list of proposed Committee Chairs and members with the changes noted by Mr. Lodewick. Ms. Paterson seconded the motion. The motion was approved unanimously.

7. Update on Storrs Center Project and Next Steps

Ms. van Zelm said the wetlands application from LeylandAlliance had been submitted to the Mansfield Inland Wetlands Agency. Michael Kline and Michael Klemens participated in the Inland Wetlands Agency field trip re: the application.

Ms. van Zelm said that BL Companies is working on the permit applications to the State Traffic Commission, the CT Dept. of Environmental Protection, and the US Army Corps of Engineers. The goal is to submit these in a month; it could take a few months to hear back from the agencies.

Ms. van Zelm said the team has been meeting on the Dog Lane-1 building with the goal to still keep the cost of the building low so the rents will be affordable. She said that Partnership relocation consultant Phil Michalowski would be going back to the affected businesses (re: relocation) and will present a rent structure. He is still waiting for more defined plans from BL Companies as part of his presentation.

Ms. van Zelm said no decisions have been made yet in the House or Senate regarding appropriations for the parking garage. Mr. Lodewick asked what the impression was from Preston Gates, the firm that is helping with the appropriations request. Ms. vanZelm said it was positive but it is unlikely the request for a total of \$6 million would go through.

8. Report from Committees

Advertising and Promotion

Dean Woods said that the Committee has reviewed the CD/Video of the Storrs Center project. One of the goals is to put it on the public access channels in town.

He said that WTIC had offered to give the Partnership a forum about the Storrs Center project in its early morning coverage before football games.

There was also discussion about putting more information about Partnership membership in the schools and UConn.

Dean Woods said the Committee reviewed clean-up tasks for the UConn building (Store 24). He said that Ms. Paterson and Ms. van Zelm would work to draft a letter to Tom Callahan. The Committee offered to form a work party to assist with the clean-up. ***(letter went out July 30/Ms. van Zelm working with Don Anderson at the University on some of the tasks).***

Dean Woods said the UConn Co-op has come up with the idea of creating a template of a mask of the downtown for the Festival whereby children could add stickers, stamps, streamers, etc. to the mask.

Mr. Lodewick asked if the UConn Visitor's Center would be a good place to display Partnership material? Dean Woods replied "yes" wholeheartedly ***(Festival brochures have been put in the Visitor's Center).***

Festival on the Green

Ms. Paterson said that planning for the Festival was going well. She said that Ms. Jones is doing a great job recruiting food vendors. The bands are lined up. Ms. van Zelm said we are trying to have something for everyone, focusing on increasing the number of activities for teens.

Ms. Paterson said that Committee members went before the Town Traffic Authority to ask to close Storrs Road from S. Eagleville to Dog Lane, for a limited time for the parade. The Traffic Authority granted permission, as did the State. The road will be closed for only about an hour.

Mr. Lodewick asked how the Committee was soliciting the art submissions. Kathleen Paterson said that a mailing had been sent to approximately 160 artists in the area, an ad was placed in the Willimantic Area Arts Collaborative e-mail newsletter, and press had been done thus far through The Reminder Press, and Horizons. Ms. K. Paterson also contacted UConn and Eastern Connecticut State University art departments.

Dean Woods said that puppets and the UConn marching band will be part of the Festival.

Ms. Paterson said that there will be fireworks on the night of September 15 at Mansfield Hollow State Park. The little Big Band is confirmed to play at the fireworks.

She reminded the Board that the Festival is Sunday, September 16 from noon to 5 pm.

Finance and Administration

In Mr. Callahan's absence, Ms. van Zelm said that the Committee discussed the wetlands application and relocation efforts.

Membership Development

Ms. Treiber said that Ms. van Zelm was staffing a table at the UConn orientation. She said that letters were going out to the groups Ms. van Zelm has met with including the UConn Council of Deans and other community groups such as the League of Women Voters and Altrusa. Ms. Treiber will add notes to the letters where she knows the addressee.

Ms. Treiber said the goal was also to send letters to the businesses that put ads in the Partnership Annual Report but are not members.

She said that \$17,015 in dues was raised this year with an additional \$2,170 in donations for a total of \$19,185. She said this was \$6,000 over the expected membership income.

Mr. Lodewick thanked Ms. Treiber for her efforts.

9. Communications

Ms. van Zelm asked Board members to review the attached Board contact list and let her know if there are any changes.

10. Other

Al Hawkins noted that during the zoning process, there were questions raised about security. He suggested the idea of placing a police station downtown. Ms. van Zelm said she would talk to LeylandAlliance about this idea.

Mr. Hawkins noted that many new developments have police sub-stations. Ms. Treiber noted that there is one at the Evergreen Walk shops.

11. Adjourn

Bruce Clouette made a motion to adjourn. Ms. Treiber seconded the motion. The motion was approved unanimously. The meeting adjourned at 4:35 pm.

Meeting notes taken by Cynthia van Zelm and Kathleen Paterson.